

## University First-Year Orientation Goes Fully Digital with an Event App

How the University of Kentucky orientation team switched from printing paper programs to building a mobile application with no coding experience.

### BY THE NUMBERS | *Switching from printing papers to an app*

**47 Days**

Cumulative time attendees spent in app

**4,044 Downloads**

Total app downloads for orientation

**29,731 Views**

Event schedule session views

**3 Weeks to build**

Easy to build with no coding experience

## CHALLENGE

The University of Kentucky (UK) had previously spent thousands of dollars on high-priced printed materials for orientation. But they still needed a way to inform students in real-time, foster engagement, and help students connect with each other and the campus.

## SOLUTION

The UK orientation team used the Guidebook platform to build a branded mobile application that anyone could download from the App Store or Google Play Store. The Big Blue Nation Orientation app allows students to make a personalized schedule, find their way around campus with an interactive map, and much more.

## RESULTS

UK now uses the orientation app as the primary communication source for the Big Blue Nation Orientation. They have also built an app, UK Guides, to house information regarding other orientations, open houses, K Week, parent and family weekend, and more.

*"Our app gives us the flexibility to make changes on the fly that create a better experience for students during orientation. And we lead around 14 orientations each year. With Guidebook, we can copy app content from a previous orientation and use it as the foundation for the next one."*

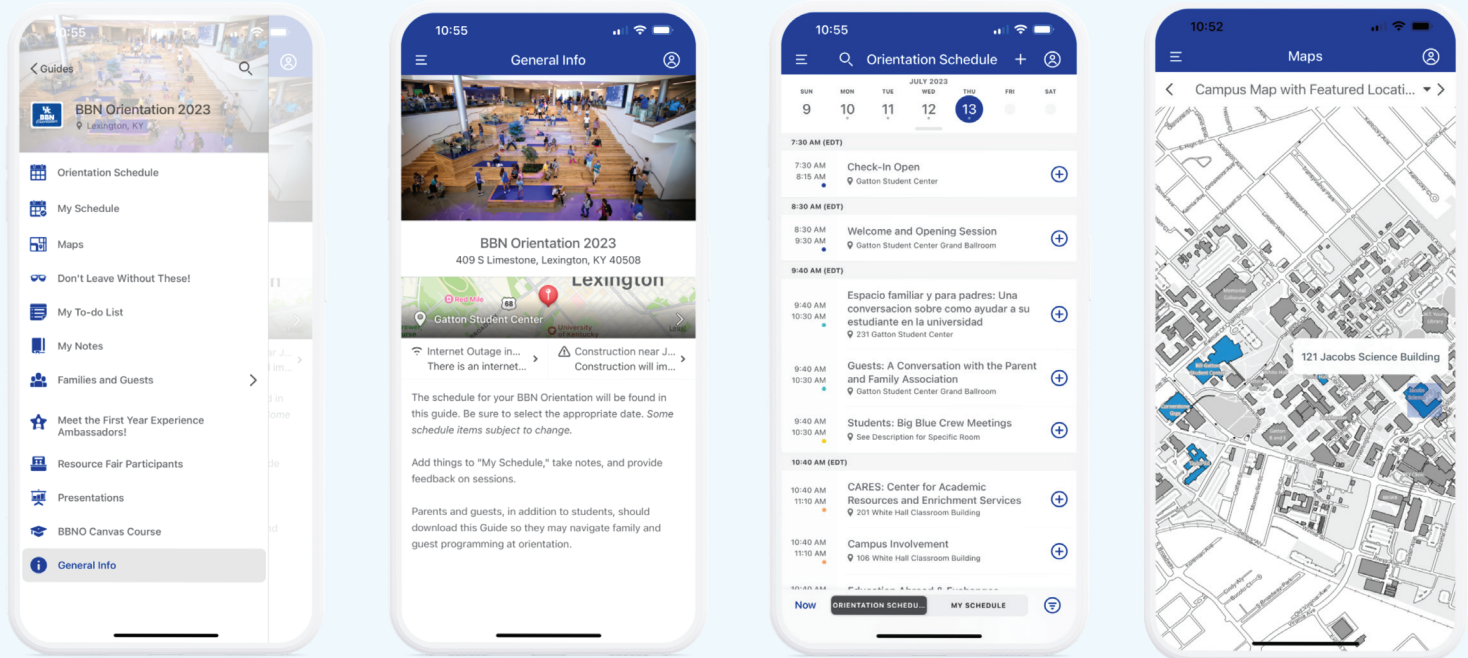
**Taylor Blair**

Executive Director of Prospective and New Student Programs, Events and Outreach



## Helping Higher Ed Professionals Build Apps

Taylor Blair is the primary app builder for UK, and others on the team help too. Blair and his team didn't have any prior coding or app-building experience but everyone learned quickly. Since the drag-and-drop Guidebook app-builder is so intuitive, it was easy to teach other colleagues how to make changes in the app.



## Helping Students Connect to Campus

The Big Blue Nation Orientation app serves new students and their families. A QR Code in the welcome folder makes it easy to find and download the app. It includes a schedule for the entire event and a personalized 'My Schedule' section. There's also an easy-to-use map and sections for a to-do list and notes.

There are many things that the orientation app can do that paper programs could never deliver. For example, the Big Blue Orientation app enables real-time notifications for users, real-time schedule edits and updates to accommodate for last-minute changes, and opportunities to learn more about leaders through links and bios.